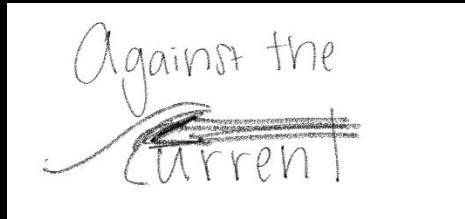
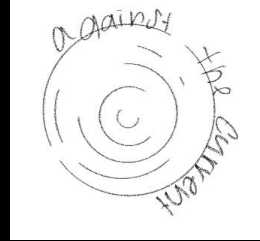
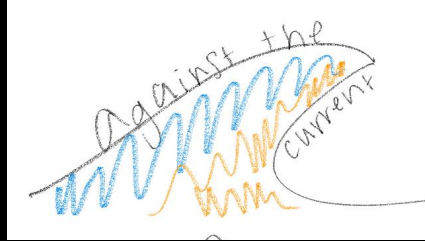
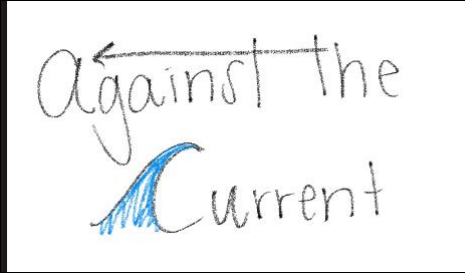


DCEFF

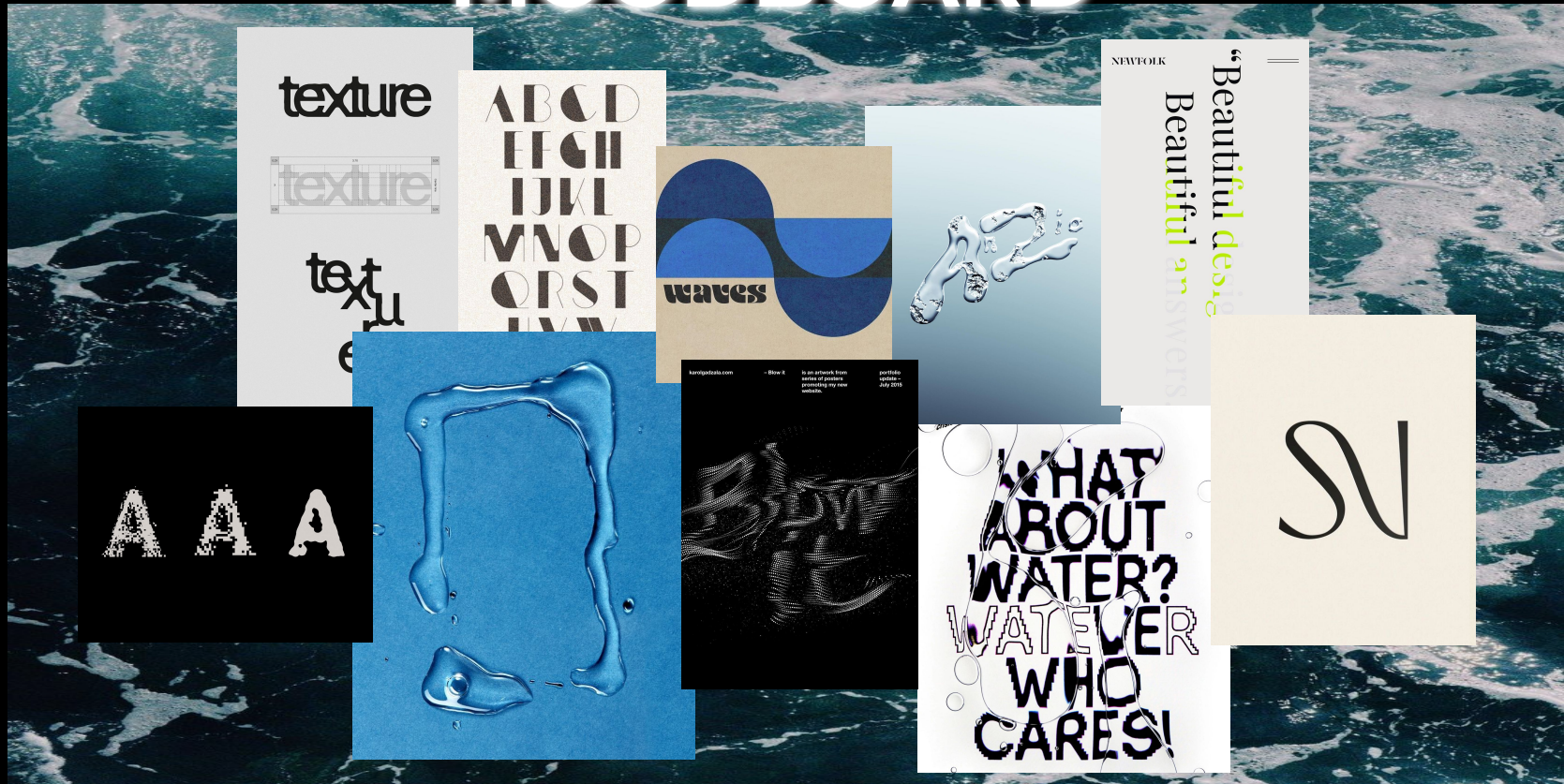
THEME LOGO

Sanjana Nukala

SKETCHES AND IDEAS



MOODBOARD



DCEFF Theme Logo



The ideas that really stuck with me when I heard the theme “Against the Current” was resistance and bringing attention to changemakers in our community. So for this logo I emphasized these messages by playing with the typography and making the words “Against the” a sans-serif font for its clean and bold appearance while using a liquid text for the word “Current” to highlight the tension between resistance and flow and how pushing against the current is stronger. With the design of the word “Current,” something I also wanted to focus on was creating movement with the text and show how the current dies down in the presence of changemakers.

Updated DCEFF Theme Logo



THANK YOU!